



2314 PICO BOULEVARD
SANTA MONICA
CALIFORNIA 90405
PHONE (213) 386-5479

Thank you very much for your inquiry. . . .

And welcome to the growing group of performance enthusiasts who are changing their cars from ordinary to extraordinary!

You're the kind of person who appreciates a car that can tackle the tightest corner, accelerate the instant you press the gas pedal, and stop quickly the second you touch the brake. The feeling you have when you drive a car like this can't be compared! It steers, goes, and stops just where you want it to...and you're the tailor who perfects it.

All IECO products are personally designed or selected by me to increase your driving pleasure. There is no compromise with quality at IECO. Each part is the best available. They are available to you directly by mail, and there are no middle men to increase costs. You benefit from our research and high standards of engineering at no extra cost.

A word of caution: There have been many direct copies and similar looking imitations of IECO products. In particular the patented Ram Induction System and Extractor Exhaust have been widely imitated. These units will not, and cannot perform as a genuine IECO product. Many times these imitations perform so poorly that they end up being removed!

Buying directly, through the mail, from IECO assures you of quality and guarantees you satisfaction. IECO products are the finest and they are that way because I know that is what you want!

Very sincerely yours,

Raoul F. Balcaen, III
President

P.S. Don't forget—all orders are shipped the same day received.

★★★★★★★★★
**Bonus
Coupon
Offer**

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

Buy either the B-102 or B-140 Ram Induction system complete with carburetor and aircleaner and you'll get free: six NGK spark plugs; heavy duty points; condenser; Packard 440 ignition wire set. This is a 19.95 value, but you'll get it all free if you enclose this coupon with your order for Ram system, carburetor, and aircleaner. Rush your order today!

PERFORMANCE
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